

Charlie
AND THE
**CHOCOLATE
FACTORY**

WONKA
GOLDEN TICKET
PUBLICIST GUILD PRESENTATION

THIS GOLDEN TICKET ENSURES ADMITTANCE

A Global Success

- Opening Weekend Box Office: **\$56,178,450**
- Domestic Box Office Gross: **\$206,459,076**
- International Box Office Gross: **\$266,300,000**
- Worldwide Box Office Gross: **\$472,759,076**



Challenges



- *Charlie and the Chocolate Factory* is based on the classic book by Roald Dahl. One of our biggest challenges was to separate this film from the original 1971 Gene Wilder movie titled *Willy Wonka & the Chocolate Factory*. The original musical version was a beloved classic and adored by many. Getting the press and audiences to realize that this film is not a remake but a faithful adaptation of the classic book was vital to the positioning of the film.
- Early photos of Johnny Depp as "Willy Wonka" were met with very mixed reactions. Our struggle at that point was to ease the consumer's mind with compelling photography that truly captured the essence of Tim Burton's world of Wonka.
- Eventizing the film and creating a layered campaign to make it appealing for all audiences. Kids and adults.
- Johnny Depp was filming in the Bahamas and unavailable to us for a typical publicity campaign. Therefore we had to creatively secure as much publicity as possible without the use of our lead talent.
- The rest of the cast was full of unknowns and children which gave us a different set of obstacles. British Children's Labor Law dictates that we could use the actors for only a limited amount of time per day, leaving us with little opportunity to fully utilize our "Charlie" played by Freddie Highmore.
- Tim Burton was working full-time on *Corpse Bride* at the same time as making CHARLIE which limited his availability to complete publicity efforts.

A person wearing a black top hat with a red band and a red coat with a patterned collar. The person is holding a purple glove over their eye. The background features a large red and white circular design and two vertical poles with orange spheres. The text "DOMESTIC PUBLICITY" is written on the front of the top hat.

DOMESTIC
PUBLICITY

Domestic Print Coverage Highlights



USA Today



Entertainment Weekly



LA Times



Premiere



Newsweek



Nickelodeon



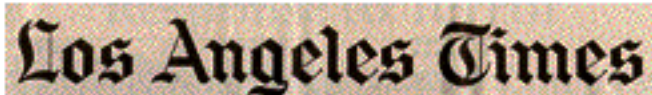
American Cinematographer



Domestic Print Coverage Highlights continued...

Magazine Covers

- **American Cinematographer** - July 2005 - Film Cover.
- **Cinefantastique** - July 2005 - Film Cover.
- **Disney Adventures** - February 2005 - Included in 2005 Movie Preview; photo included on the cover.
- **June/July 2005** - Included in Summer Movie Preview; photo featured on the cover.
- **Entertainment Weekly** - July 1, 2005 - Cover story from Chris Nashawaty's set visit.
- **Los Angeles Times Calendar** - February 6, 2005 - Film cover from John Horn's set visit.
- **Nickelodeon** - August 2005 - Cover story featuring a Q&A with Johnny Depp.
- **Rolling Stone** - February 10, 2005 - Johnny Depp cover story mentioned film and included a photo.
- **Scholastic (Dynamath)** - May 2005 - Film cover story.





Domestic Print Coverage Highlights continued...

Magazine Features

- **Girls Life** - August/September 2005 - AnnaSophia Robb feature.
- **Interview** - August 2005 - Tim Burton feature.
- **Life** - May 27, 2005 - Included in Summer Movie Preview; full page of photos.
- **Newsweek** - May 9, 2005 - Full page photo of Tim and Freddie included in Summer Movie Preview.
- June 27, 2005 - Multiple page film feature from Sean Smith's set visit.
- **People** - June 20, 2005 - "Style Watch" featured a "Golden Ticket" t-shirt. Photo of Johnny from the film included.
- **Premiere** - February 2005 - Tim Burton Q&A.
- June 2005 - "First Look" feature with quotes from Mark Salisbury.
- July/August 2005 - Production feature from Mark Salisbury's set visit.
- **Rolling Stone** - June 2, 2005 - Listed in the Top 10 Most Anticipated Summer Movies with a photo included.





Domestic Print Coverage Highlights continued...

Newspaper Features

LA Times = 5 film features

- February 6, 2005 - Film feature from John Horn's set visit.
- July 10, 2005 - July 10, 2005 - Squirrel feature with photo.
- July 17, 2005 - Missi Pyle "Supporting Players" feature.
- July 18, 2005 - Freddie Highmore feature.
- July 21, 2005 - Deep Roy feature.

Los Angeles Times

NY Daily News = 5 film features

- January 23, 2005 - Freddie Highmore and AnnaSophia Robb included in feature on child actors in films in 2005.
- March 2, 2005 - Story about CHARLIE being released in IMAX.
- April 24, 2005 - Cover of Summer Movie Preview.
- May 8, 2005 - Film and Freddie Highmore mentioned in a feature about children's books being adapted into films.
- May 27, 2005 - Included in list of Summer blockbusters.
- July 10, 2005 - Pre-Sunday film feature.

DAILY  NEWS



Domestic Print Coverage Highlights continued...

Newspaper Features continued...

NY Post = 5 film features

- October 31, 2004 - "Hot List" mentions that CHARLIE is shooting and about the 40th Anniversary edition of the book.
- November 7, 2004 - Johnny Depp feature mentions film.
- February 13, 2005 - Re-run of the LA Times feature with photos.
- February 20, 2005 - Story on Toy Fair mentions merchandise from the film.
- April 10, 2005 - Johnny Depp included in "The Big Names of Summer" feature with film mention.
- April 18, 2005 - Liz Smith includes the film in feature on upcoming summer blockbusters.
- May 1, 2005 - Film included in story about upcoming Hollywood blockbusters.
- July 3, 2005 - Feature on Deep Roy.
- July 3, 2005 - Film mention in the 'Hot List'
- July 5, 2005 - Travel section feature on CHARLIE inspired travel destinations.
- July 10, 2005 - Film feature including Mary Ellen Mark photos.





Domestic Print Coverage Highlights continued...

Newspaper Features continued...

NY Times - 4 film features

- October 27, 2004 - "Bold Face Names" mentions that the film is in production.
- February 13, 2005 - Johnny Depp included in a story on what Oscar nominees are doing next with a mention of the film.
- May 22, 2005 - John August feature.
- May 29, 2005 - Included in list of major summer movie releases.
- July 3, 2005 - Film mention in piece about Johnny Depp retrospective at BAM.
- July 10, 2005 - Danny Elfman feature.

USA Today - 4 film features

- November 1, 2004 - Johnny Depp feature mentions film.
- March 4, 2005 - Featured as #1 out of five most anticipated films with a large photo.
- April 11, 2005 - Explanation of Golden Ticket contest that was launched in conjunction with the film.
- May 26, 2005 - Included in list of Summer Movies adapted from books.
- June 6, 2005 - Film included in an article about movies that can beat the box office slump.
- June 22, 2005 - Mentioned in Scott Bowles' article about upcoming film remakes.
- July 14, 2005 - Film feature including interviews with Johnny Depp and Tim Burton.

The New York Times





Domestic Television



Nickelodeon Kids' Choice Awards

April 2, 2005

- Johnny Depp slimed at the Kids Choice Awards on behalf of CHARLIE. This appearance helped establish the film as a "family-friendly" event movie that is accessible for children of all ages. It also was the highlight of the program, receiving the most publicity breaks.





Today Show Sweepstakes

July 6 - 15, 2005

- **Today Show Sweepstakes** - The Today show announced a *Charlie and the Chocolate Factory* sweepstakes on June 28th. For one week the show ran a taped 15 second promo daily. Contestants were directed to the "Today" website, which linked to the sweepstakes page on our CHARLIE website. All entries were submitted online. The promo mentioned the grand prize which included a trip for two to New York, a candy shopping spree at Dylan's Candy Bar and a private screening of CHARLIE. The winner was announced on July 8th on the show. The shopping spree took place July 15th and the private screening immediately followed. This marks the first time Today has worked with a film studio to complete a film related sweepstakes. The total value of this promotion came to \$7,290,000.

ONE LUCKY WINNER
WILL HAVE THE OPPORTUNITY
TO TRAVEL TO NEW YORK FOR A
FABULOUS CANDY SPREE!

FIRST PRIZE

SECOND PRIZE

THIRD PRIZE
Set of four
Roald Dahl
books!

ENTER NOW FOR YOUR CHANCE TO WIN!

Entry subject to Official Rules.
* denotes a required field

First Name: * Last Name: *

Email: * Date of Birth: *

☐ Send me updates of the latest Charlie and the Chocolate Factory and DVD details from WB REEL NEWS!

☐ Keep me posted on the coolest new Charlie and the Chocolate Factory fun stuff!

SUBMIT

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Domestic Broadcast Special Programming

Continuing our efforts to saturate all audiences, we created the following special programming which targeted both kids and adults.

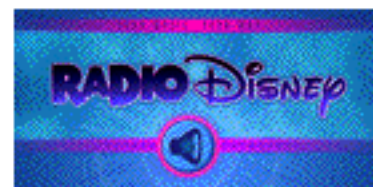
- **ABC Family** - July 8, 2005 - :30 "ABC Family On The Set" interstitial spot that aired 15 times through July 15. Completed talent interviews at the press junket.
- **Cartoon Network** - July 11, 2005 - Customized promotion in support of the film that included a :30 on-air spot which aired 35 times and drove viewers online to participate in a character-based, multi-level game on CartoonNetwork.com. The spot featured select movie footage and in-theater release date messaging. Promotion ran through July 17.
- **Comedy Central** - July 10, 2005 - Johnny Depp and Tim Burton junket interview and film clips incorporated into a custom-themed block of "South Park" episodes entitled "South Park Pig-Out." Network produced 25-30 promo spots to support this programming.
- **E! BTS Special** - July 14, 2005 - 30 minute film special aired on July 14 with a re-air on July 15. Utilized junket interviews with Johnny, Freddie and Tim, as well as epk materials and one exclusive clip.
- **HBO Family** - July 1, 2005 - "Charlie and the Chocolate Factory First Look" produced in-house was provided to HBO and aired interstitially through the month of July.





Domestic Broadcast Special Programming continued...

- Kids' WB! - Sweepstakes with Kids' WB! in which kids entered to win a grand prize of being flown to the US premiere and winning a year supply of Wonka candy. Kid's WB provided a :40 teaser spot which aired June 4 through June 10. The official entry spot aired on June 11. The sweepstakes winner spot aired on July 30 featuring the 5 winning contestants at the premiere of CHARLIE.
- National Geographic Channel - June 20, 2005 - "Explore the Movies" vignette aired 5 times through July 8. Utilized trailer materials to cut the vignette.
- Nickelodeon "Nicksclusive" - July 11, 2005 - :60 interstitial aired 21 times through July 15. Interviewed both Johnny and Freddie at the junket.
- Radio Disney - July 4, 2005 - Golden Ticket promotion aired through July 15 on Radio Disney. Giveaways ran twice a day giving listeners the chance to win movie passes. Promo spots aired once a day (12 promos total).
- VH-1 "10 Most Excellent Things" Special - July 13, 2005 - 30 minute film special dedicated to CHARLIE. The show revealed the 10 coolest, funniest, and most exciting elements about CHARLIE. Interviewed Johnny, Freddie, Tim, Dick Zanuck and John August at the junket. Interviews with AnnaSophia Robb, Jordan Fry, Missi Pyle, Danny Elfman, Alex McDowell, Julia Winter and Deep Roy took place all over the world. Special re-aired on July 18 and July 21. The network aired 15 promo spots the week of the special.





Domestic Broadcast Highlights

- **Teaser Trailer Debut** - The teaser trailer for *Charlie and the Chocolate Factory* ran in its entirety on Access Hollywood, APTN, CNN, Extra, E! Entertainment, MTV's TRL and Reuters.
- **Full Trailer Debut** - The Today Show debuted a portion of the full trailer for *Charlie and the Chocolate Factory*. That same evening Entertainment Tonight debuted the full trailer in its entirety. Both ET on MTV and ET on VH1 also aired a piece including the full trailer.
- **EPK "First Look"** - Both Entertainment Tonight and The Insider debuted a "First Look" at the EPK for CHARLIE the same night. Entertainment Tonight featured an intro with Jordan Fry, who played Mike Teavee in the movie.





Domestic Broadcast Highlights continued...

- Access Hollywood - 10 film pieces.
- Cartoon Network "Fridays" - July 15, 2005 - Junket interviews with Johnny, Freddie and Tim for interstitials that aired as a part of their "Fridays" block of programming from 7pm until Midnight.
- CBS Early Show - July 15, 2005 - Freddie Highmore and AnnaSophia Robb appearance.
- CBS Sunday Morning - July 10, 2005 - Richard Zanuck profile included clips, b-roll and interviews with Johnny and Tim.
- July 17, 2005 - Tim Burton essay.
- E! News Live - 17 film pieces including:
 - June 17, 2005 - E! News Live - Coverage of the CHARLIE themed windows at Kitson.
- Entertainment Tonight - 18 film pieces including:
 - July 8, 2005 - Coverage of the Oompa Loompa "Chocolate Day" event.
- Extra - 22 film pieces including:
 - July 15, 2005 - Danny Elfman interview in his recording studio.
- The Insider - July 11, 2005 - Video diary featuring AnnaSophia Robb getting ready for the domestic premiere of CHARLIE.





Domestic Broadcast Highlights continued...

- **Live with Regis & Kelly** - July 13, 2005 - Freddie Highmore appearance.
- **MTV News** - June 28, 2005 - Johnny Depp interview aired as part of an MTV News Brief.
- **MTV TRL** - July 7, 2005 - "Spankin New Movie Week" featured an interview with Johnny Depp. The entire show featured segments of their VJ Damien interviewing Johnny in the Bahamas. TRL had never interviewed Johnny before and their audience voted him the #1 guest that they would like to see on show.



TRL TOTAL REQUEST LIVE

- **Sunday Morning Shootout** - July 10, 2005 - Richard Zanuck interview. The show reaches an older movie-going audience.
- **Tavis Smiley Show** - July 14, 2005 - Danny Elfman interview. This show also reaches an older audience.
- **Today Show** - 4 talent interview segments featuring Johnny, Freddie and AnnaSophia Robb and 9 sweepstakes segments.
- **Tonight Show** - July 13, 2005 - Johnny Depp appearance.





Press Junket - Nassau, Bahamas June 24 - 26, 2005

- Due to Johnny Depp's shooting schedule for the sequels to *Pirates of the Caribbean* we held the press junket for the film in the Bahamas at the Atlantis Resort to accommodate Johnny. This was only the second press junket ever held at this resort.
- Accomplished over 100 domestic and international television, print and online interviews with Johnny, Freddie, Tim, producer Richard Zanuck and screenwriter John August.





Chocolate Day - July 7, 2005

Domestic Publicity Stunt

- In honor of "Chocolate Day" Deep Roy, who played the Oompa Loompa in CHARLIE, dressed in one of his costumes and performed 2 songs from the film on the catwalk of an "EVER SEEN AN OOMPA LOOMPA?" billboard at Highland and Franklin in Hollywood. KIIS-FM promoted the event over the July 4th weekend and went live that morning from the event site. Coverage of the event was extensive. Wonka candy bars and soundtracks were handed out to the crowd.
 - » The stunt received over 60 hits nationwide.



Domestic Premiere - July 10, 2005

Make-A-Wish Foundation Benefit

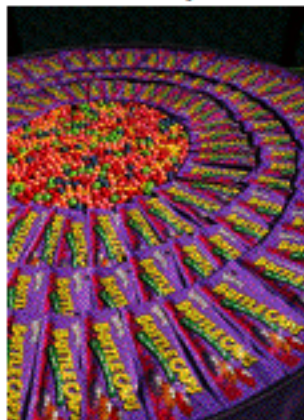
- **Red Carpet Coverage** - Over 100 television, radio and print journalists as well as photographers from all over the world covered the red carpet arrivals at this premiere.





Domestic Premiere After Party - Jim Henson Studio

The Jim Henson Studio was transformed into Wonka's Candy Factory. After guests entered through the factory gates, they were treated to an explosion of color and taste complete with a chocolate river, candy trees, lollipop bushes, arcade games, a Kodak photo booth, and more. B-roll of the party was serviced to press worldwide.



Bubblegum Blowing Contest

July 12, 2005



- AnnaSophia Robb, who played bubblegum chewing Violet Beauregarde in the film, hosted a Bubblegum Blowing contest at Planet Hollywood in New York.
- The event was hosted by Radio Disney, which served as the MC for the event.
- National and local press outlets covered the event as well as wire photographers.



Dylan's Candy Bar

- Dylan's Candy Bar - Dylan's Candy Bar highlighted *Charlie and the Chocolate Factory* with CHARLIE themed storefront windows and plasma screens playing the trailer in all four of their locations: Manhattan, Long Island, Houston and Orlando. The windows went up mid-June and were up through the month of July. Dylan's supplied prizes for contests with the Today Show, NY Daily News and Z100 radio.



Kitson Storefront Displays

- Kitson store windows featured licensed merchandise as well as authentic props and costumes from the film for press coverage. Their shirts and bracelets were seen on celebrities throughout the summer.



Domestic Press Mailers

- **1st Mailer** - Collectors edition of the CHARLIE AND THE CHOCOLATE factory book accompanied by the teaser trailer. This was sent to key LA and NY press.
- **2nd Mailer** - Valentines day. Collectors silver buckets filled with Wonka Candy sent on behalf of the kids in the movie. Title treatment and release date flag attached. This was sent to key LA, NY and field press.
- **3rd mailer** - Full trailers sent inside Collector Tins with the one-sheet art. Inside also featured replica of candy bars from the movie as well as other Wonka candy products. This was sent to key LA, NY and field press.
- **4th Mailer** - 10 lb. Wonka bars were distributed to broadcast and radio press in NY, LA and select field markets in honor of Chocolate Day on July 7.



Domestic Publicity Promotions

Reading Is Fundamental

- **RIF - Reading Is Fundamental** posted a link to our **CHARLIE AND THE CHOCOLATE FACTORY** website. Their site hits approximately 850,000 people a month (mostly children and educators).
http://www.rif.org/readingplanet/content/summer_challenge05_prizes.msp. In exchange for our posting we gave them 100 posters to create a children participation program that drives them to read the book as well as see the movie.
- **NY Daily News Oompa-Loompa Contest** - The Oompa-Loompa Scavenger Hunt centered around five Oompa-Loompas each placed in a famous location in each of the five boroughs in New York (Staten Island Yankees, Brooklyn Botanical Gardens, Bronx Zoo, Madame Tussaud's Wax Museum and Museum of the Moving Image). The ad asked readers to answer the clues to the location and send in their answers to win CHARLIE prizes. The prizes were a Planet Hollywood private screening of the film, Dylan's Candy Bar Wonka Gift Basket, CHARLIE promotional items and a set of Roald Dahl books. The Daily News supported the promotion with a 3 half page ads, 2 color and one B/W which ran on 6/29 (B/W), 7/3 (Color) and 7/5 (Color) with an estimated value of \$86,094.50. This promo also ran in the 6/30 and 7/7 editions of the Daily News Weekly Hispanic language paper, Hora Hispana, estimated value of \$44,000. In addition, the paper also ran a Charlie and the Chocolate Factory ½ page color ad highlighting Chocolate Day on July 7.

DAILY @ NEWS EXCLUSIVE

WIN A PRIVATE MOVIE SCREENING!

It's so simple! Just tell us where to find the Oompa-Loompas by answering one of the following questions correctly and complete the official entry form for your chance to win!

(5) Grand Prize Winners will win:

- ★ Invitation for the winner and 9 friends to attend an exclusive Charlie and the Chocolate Factory private screening party at Planet Hollywood Times Square on Thursday, July 14
- ★ 1 limited edition life-sized Oompa-Loompa
- ★ 1 Dylan's Candy Bar Wonka prize pack
- ★ Set of Roald Dahl books

(100) First Prize Winners will win:

- ★ 1 admission pass (admits 2) for a preview screening of *Charlie and the Chocolate Factory*

ENTER HERE

Matchmaker: The Compa-Loompas are up-close and personal with favorite celebrities at this New York famous tourist attraction started by the famous Madame. Answer: _____

Brooklyn: The Compa-Lompas are at this famous Brooklyn location, internationally recognized for its world-class plant collections, education programs, scientific research, and entertaining seasonal events. This is where plants come to life!

Answer:

Stavos: The Oompa-Loompas are at the world-famous New York City landmark, uptown from Manhattan, where you can go from North America to Africa to Asia in the blink of an eye... and see more than 1,000 animals along the way.



Domestic Publicity Promotions continued...



- **Dodgers “Golden Ticket” promotion** - July 1 and July 5 - At two Dodger home games, 5 lucky winners found GOLDEN TICKETS under their seats. They were then upgraded to a skybox. Title treatment and release dated were featured numerous times on the matrix board.
- **The Staten Island Yankees** - The Staten Island Yankees (Class A, stadium capacity 9000) hosted a *Charlie and the Chocolate Factory* night on July 10th at the ballpark with free mini one-sheet giveaways and CHARLIE promo item giveaways. They played the trailer on the LED screen throughout the night. WHTZ-Z100 radio station promoted the event and gave away Family Prize Packs including CHARLIE screening tickets and tickets to see the Staten Island Yankees.



Worldwide Publicity Premiums



PVC Wrist Bands



Bouncy Balls



Hopper Balls



Beach Towels



Book Marks



Hats



T-Shirts

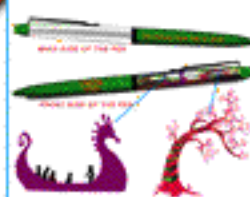


Wonka Cane



The Factory Opens July 15, 2005

Pool Floats



Liquid Pens



GOLDEN TICKET
WONKA
DATE FEB. 1 TIME 10 A.M. / 6 P.M.
THIS DAY

GREETINGS TO YOU, THE LUCKY FINDER OF THIS GOLDEN TICKET.

**INTERACTIVE
MARKETING**

Willy Wonka

Teaser Site

- A teaser web site for the film, WonkaIndustries.com, was designed around the premise that it was Willy Wonka's own corporate website for his factory.
 - The site stayed entirely within the boundaries of that Wonka corporate website premise:
 - The 'Employee of the Month' was always Willy Wonka
 - The "Careers" section listed job opportunities only appropriate for Oompa-Loompas
 - Free downloads were available in Wonka's "Factory Store"
 - "Investor Relations" redirected visitors to roalddahl.com





Official HTML Site

- The HTML site provided visitors with a more film-centric experience.



Official Flash Site



Flash Site Content



Online Guerilla Viral Campaign

- Five character web sites launched 5/28 featuring a more alternative, street graphic style for each of the rotten kids and the Oompa-Loompas:
 - www.gloopwantsyou.com
 - www.veruca-assault.com
 - www.violetreaction.com
 - www.iwantmymiketeavee.com
 - www.oompainvasion.com
- Each of these five character sites offered downloadable material for consumers to create their own stickers, stencils, iron-ons and fan art.





Online Promotions

- In association with Yahoo!, "The Great Wonka Bar Hunt" encouraged users to search for Wonka bars.
 - Finding the correct bar entered the user in a sweepstakes where they had a chance to win a trip the premiere
- Numerous promotions ran across film fan and entertainment sites, including:
 - Cinecon.com
 - TeenHollywood.com
 - MovieCityNews.com
 - CountingDown.com
 - MyJellyBean.com
 - CHUD.com
 - Hollywood.com
 - BlackFilm.com
 - MovieContests.com
 - ExtraTV.com
 - Plus over 40 more sites



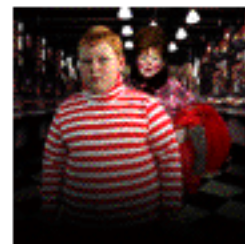
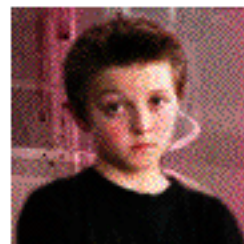
Online Publicity Highlights

- Official art and trailers were serviced online.
 - The trailer and one sheet debuted on AOL on April 29th following the broadcast debut with links serviced wide to fan sites.
- Exclusive downloadable trailer for the Sony PSP (portable) was made available on IGN.com.
- The trailer was syndicated and featured on Apple.com.
- Strong editorial support for the film was generated across all online outlets.
- In the two weeks prior to release, the CHARLIE pages on Yahoo! serviced over 2.5 million streams.



Worldwide Wireless Content

- The CHARLIE mobile/wireless program included:
 - Media/Video Clips
 - Ringtones/Voicetones
 - Static Wallpaper
 - Animated Screensavers
 - Examples featured on this page



Soundtrack Web Site

- The soundtrack is supported by a consumer web site accessed via the main CHARLIE web site and at charliechocolatefactorysoundtrack.com
- Web Site activities include:
 - A :30 preview of all tracks
 - A “Sing-A-Long” feature
 - Links to participating retailer sites
 - The ability for Consumers to share the site with others





iTunes Exposure

- Consumers who purchase the entire soundtrack album on iTunes received 3 free CHARLIE re-mixes.

Charlie and the Chocolate Factory (Bonus Tracks) [Original Motion Picture Soundtrack]
Danny Elfman
Genre: Soundtrack
Released: Jul 26, 2005
Total Songs: 24
(c) 2005 Warner Sunset Records
\$11.99 Buy Album

Album Notes
Got a sweet tooth? Take a bite of the clever and fun soundtrack to director Tim Burton's Charlie and the Chocolate Factory by composer Danny Elfman. The iTunes version of the album has two exclusive remixes of the "Wonka Welcome Mix" plus an exclusive mash up of "Augustus Gloop."

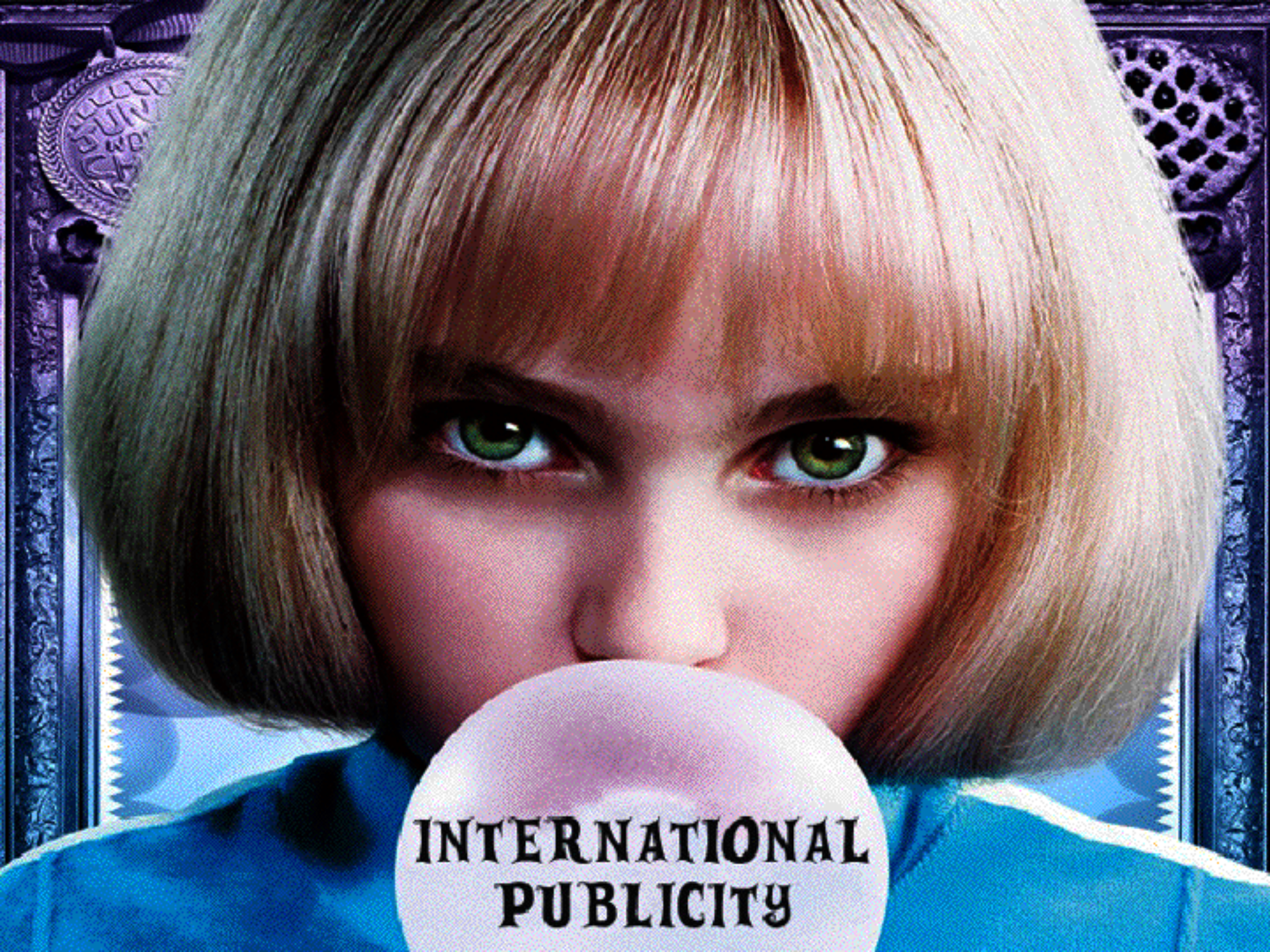
Artist Alert
Tell a friend

Top Artist Downloads
1. Wonka's Welcome Song
2. Cell Block Tango
3. Augustus Gloop
4. Veruca Salt
5. This Is Halloween
See All

iTunes Essentials
1. Children's Music
2. Queen Latifah
See All

	Name	Time	Artist	Album	Price
1	Wonka's Welcome Song	1:01	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
2	Augustus Gloop	3:10	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
3	Violet Beauregarde	2:08	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
4	Veruca Salt	2:13	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
5	Mike TeeVee	1:32	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
6	Main Titles	5:00	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
7	Wonka's First Shop	1:42	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now
8	The Joker Palace	1:16	Danny Elfman	Charlie and the Choc...	\$0.99 Buy Now

24 songs



**INTERNATIONAL
PUBLICITY**

International Print Coverage Highlights



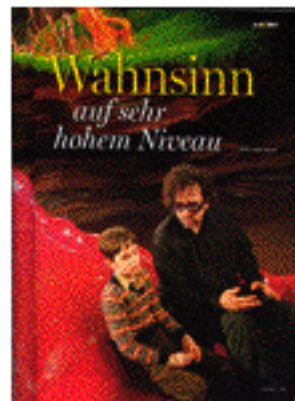
International Print Coverage Highlights continued....



L'Espresso: Italy



Cinema: Germany



Cinema



Hot Dog:
Italy



Cinema



Popcorn:
Germany



Ciak: Italy



Cinema



Filmvalley:
Holland

London Premiere & Junket July 15-17, 2005

- Odeon Leicester Square premiere drew massive crowds to see Johnny Depp, Tim Burton, David Kelly, Richard Zanuck, Freddie Highmore, Helena Bonham Carter, Julia Winter, AnnaSophia Robb, Philip Wiedgratz, Jordan Fry, Deep Roy and Missi Pyle walk the red carpet.



London Premiere & Junket continued...



Junket

- 28 Publications attended for mini round robins-including:
 - Io Donna, Italy
 - El Pais, Spain
 - Dagbladet, Norway
 - Gala, Germany
- 50 One-on-one interviews including UK's Guardian, Evening Standard, BBC, GMTV, ITV News, Sky Movies; APTN, Ministry of Mayhem, Rove Live live satellite feed from Sydney, Australia with Johnny Depp and Freddie Highmore; Germany's RTL, SAT and Viva TV; South Africa's Wildroom, Spain's Antena 3 TV; Russia's Kino; Japan's Yuke Sato for a number of women's monthly magazines; Taiwan's ERA and CTI.



Paris Premiere & Junket July 2-4, 2005



Paris Premiere & Junket continued...



Interviews were conducted with French-speaking territories including Switzerland (French), Belgium and France. Outstanding outlets including Le Figaro, Le Point, Le Nouvel Observateur, Liberation, L'Express, Le Monde, M6, MCM, VRT Nieuws in Belgium, Le Matin and Switzerland.



Richard Zanuck, Freddie Highmore
& Tim Burton

Japan Premiere & Junket September 3-7, 2005



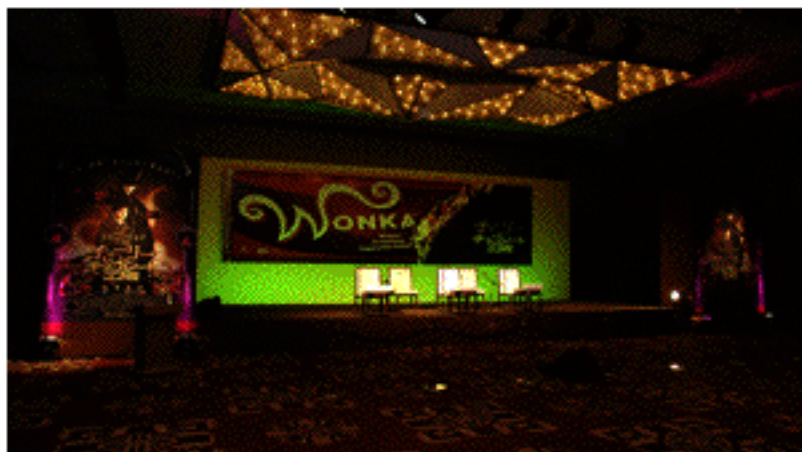
**Tim Burton, Richard Zanuck
& Johnny Depp**



Japan Press Conference



- Tim Burton, Richard Zanuck and Johnny Depp answered questions for the Japanese press on Sunday, September 4th.



- The Japanese premiere, attended by Tim Burton, Richard Zanuck and Johnny Depp, was a full scale media event on Monday, September 5th.

International Set Visits

- **Japanese Print Press Set visit - September 14**

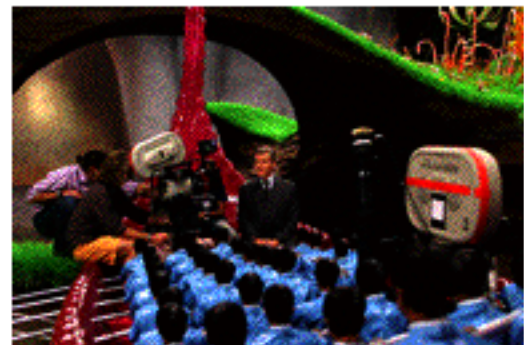
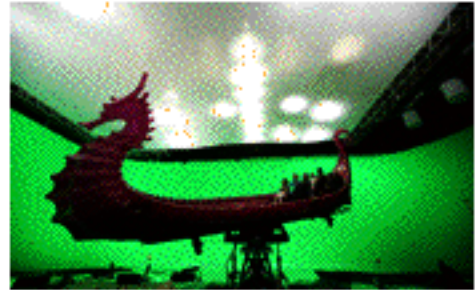
• 12 key journalists flew in from Japan and interviewed Richard Zanuck, Patrick McCormick, Alex McDowell, Tim Burton, Johnny Depp and Freddie Highmore on set. They also met with the world-famous squirrel trainer Michael Alexander, who gave them a demonstration of his talented squirrels.

- **International Long Lead Print Set visit at Pinewood Studios. in UK - October 7**

• 13 International long-lead print journalists from Japan, Hong Kong, Singapore, Brazil, Italy, Mexico, Greece, Australia, Germany, France, Japan, Singapore, Spain, and UK visited Pinewood and interviewed Johnny Depp, Tim Burton, David Kelly, Neal Scanlon, Alex McDowell, Richard Zanuck, Patrick McCormick, Brad Grey, Freddie Highmore, and costumer Gabriella Pescucci.

- **United Kingdom Set Visit at Pinewood Studios. UK - October 26**

• Key publications, including Empire magazine, The Times, Evening Standard, Night and Day, RTE, Saturday Telegraph Magazine, and ITV visited Pinewood and interviewed Neal Scanlon and Alex McDowell plus producers Richard Zanuck and Patrick McCormick, costumer Gabriella Pesucci, and SFX supervisor Joss Williams.





Other International Events

Berlin, Germany - Philip Wiedgratz Press Day

- Philip, who plays chocoholic Augustus, worked one day of press with ideal demographic outlets including Yam, ARD Brisant and ZDF.

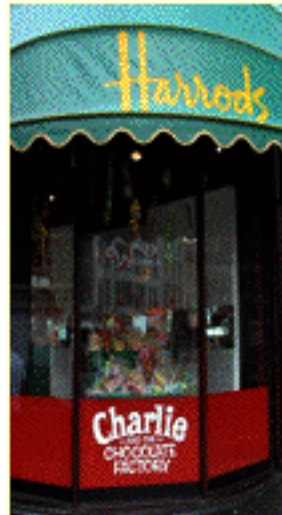


Spain Special Event Press Screening - Cine Proyecciones

- Since talent was unable to tour in Spain, International Theatrical Publicity invited over 400 people, all with children, to a special event screening. This event, which included a chocotherapy beauty treatment contest and gifts (Nestle chocolates), drew media press like Antena 3, El Paisa, Reuters, and online opinion makers.

Harrods' Windows

- International Theatrical Publicity secured themed storefront windows showcasing the world of the film with artwork and film props at the prestigious Harrods department store in London. The film dominated the Harrods windows during a busy shopping season.



International Awards (to date)

THE BAFTA KIDS' VOTE

**BAFTA kids' vote for Best Film at the
10th Children's BAFTA Awards held in
London**



GOLDEN GLOBE NOMINATION

**JOHNNY DEPP: Best Performance By
An Actor In A Motion Picture - Musical
or Comedy**



IRISH FILM AND TELEVISION AWARDS

Winner: Audience Award for Best Film

International Prize Package Trips



Two Trips

- London Premiere Prize Package - Winners were given red carpet access to the London Premiere and also enjoyed a ride on the famed London Eye.
- Winners will visit a Chocolate Artisan in Pisa, Italy, where they will experience the true art of chocolate making.



International Web Sites

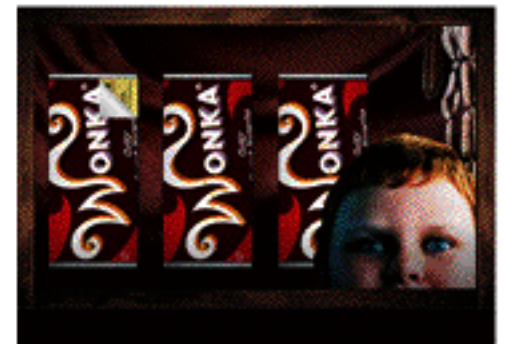
- The CHARLIE AND THE CHOCOLATE FACTORY official website was localized into 28 different languages to support the international release of the film.





International Online Marketing Campaigns

- “Find the Golden Ticket” campaign:
 - This international online promotional campaign encouraged users to find the 5 kids (and their Golden Tickets) on various partner sites.
 - Once located, users entered the secret word found on each of the Golden Tickets to enter a sweepstakes.
- Asia Pan-Regional MSN Media Buy
 - Including MSN messenger theme pack
- Europe Pan-Regional Media Buy
 - Including Jetix and Cartoon Network





***"Remember, candy doesn't have to have a point.
That's why it's candy!"
-Charlie Bucket***